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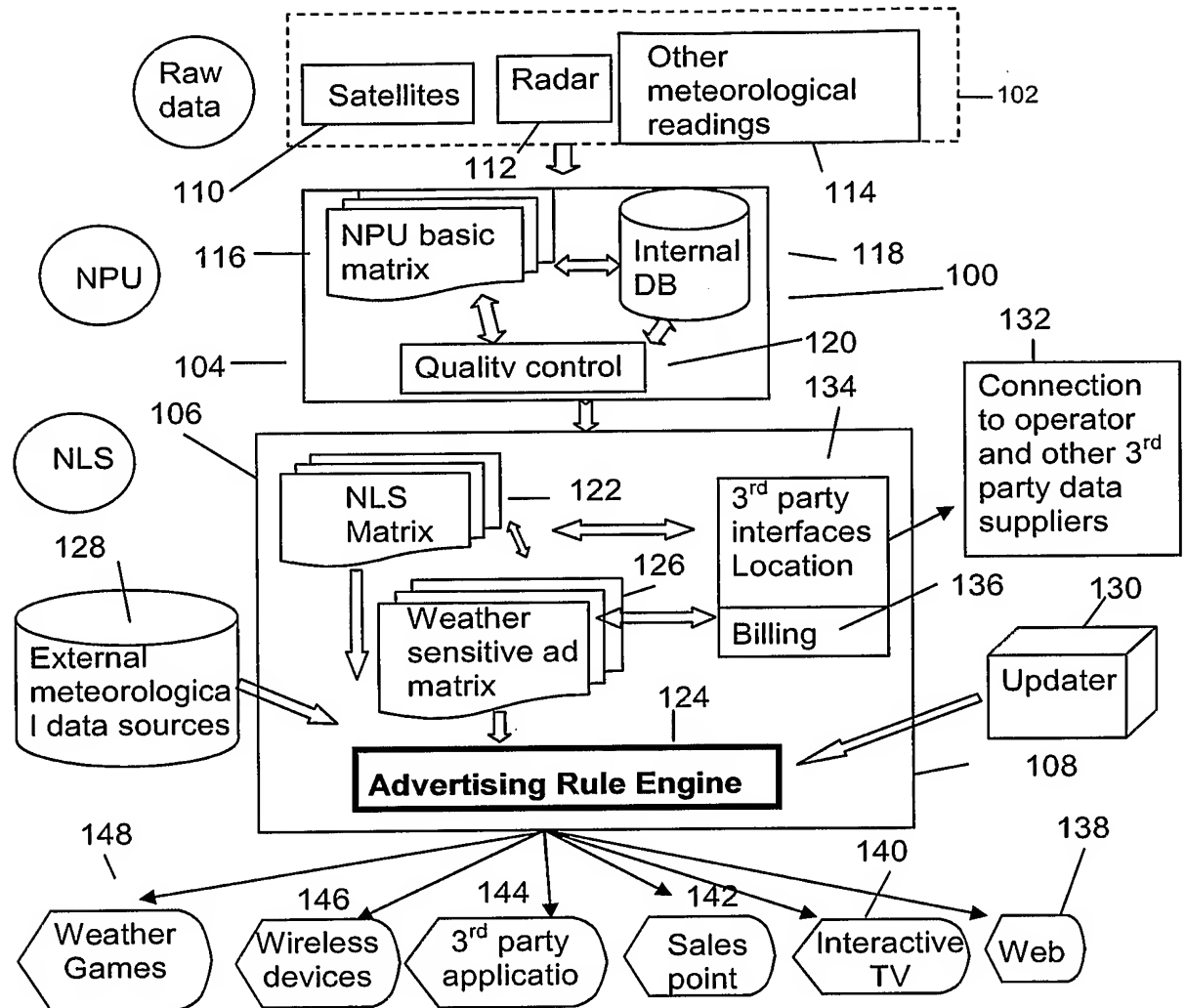
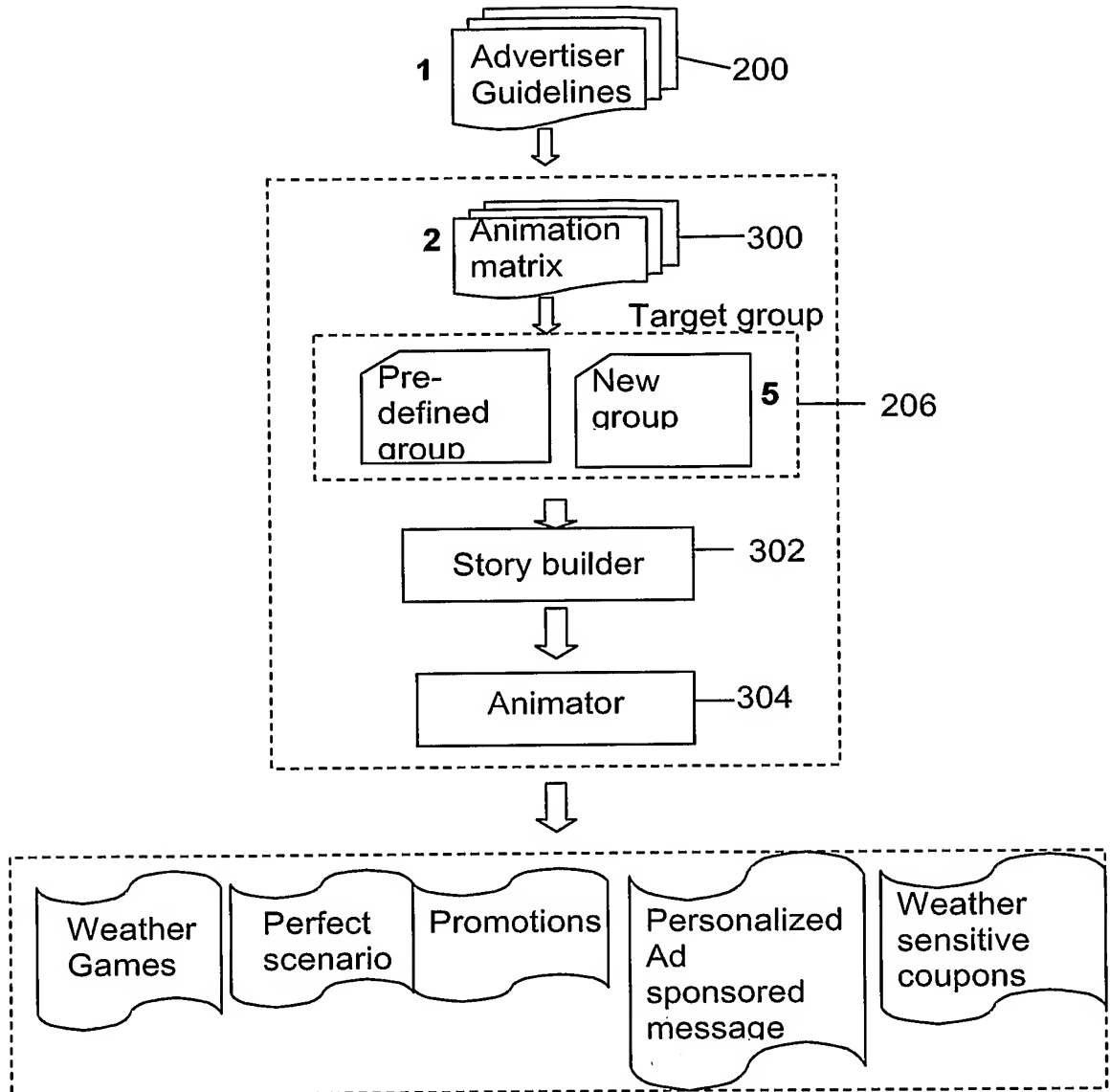
**Fig 1**

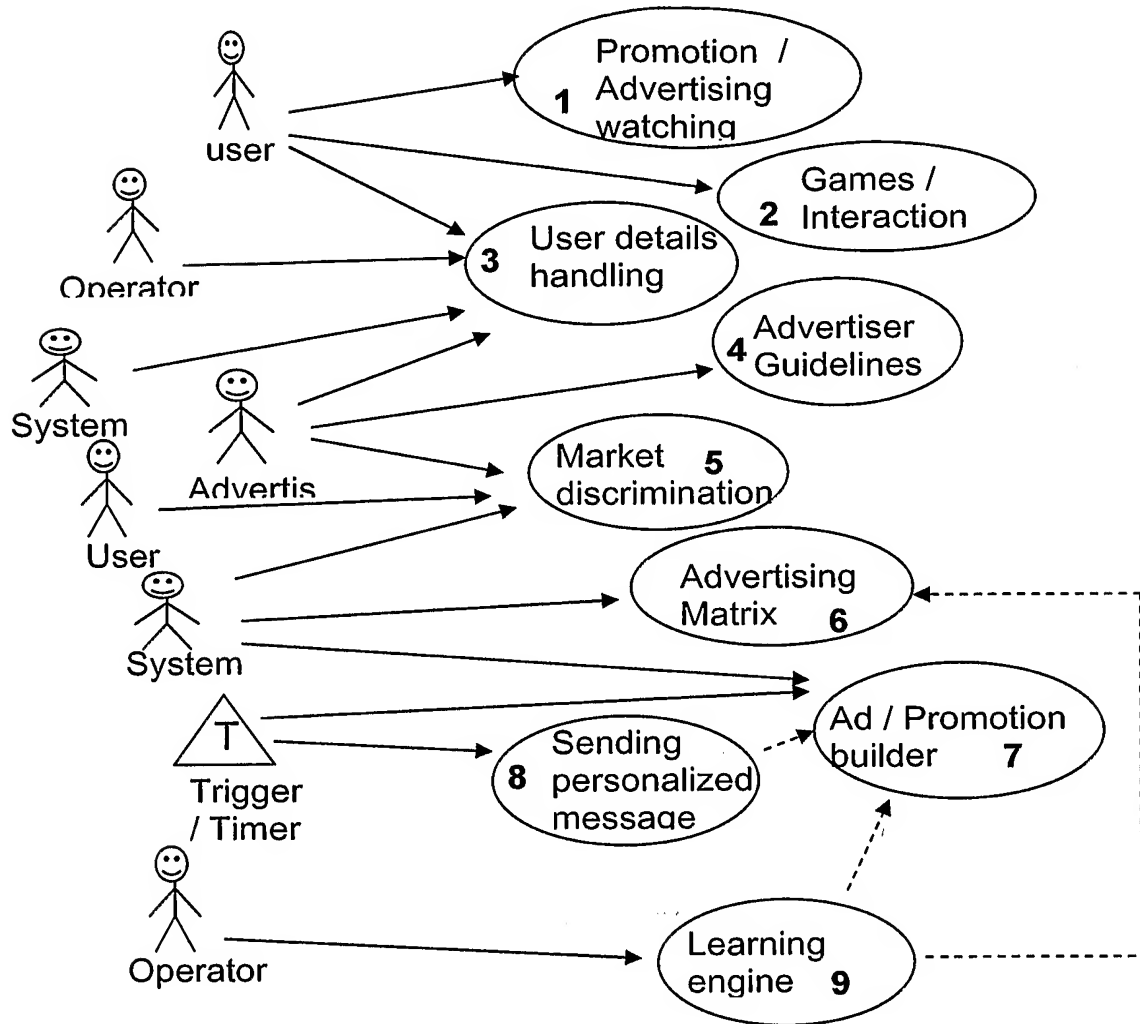


Fig 3 - Advertising matrix



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Fig 4 - Rule Engine diagram



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Fig 5 - Ad / Promotion

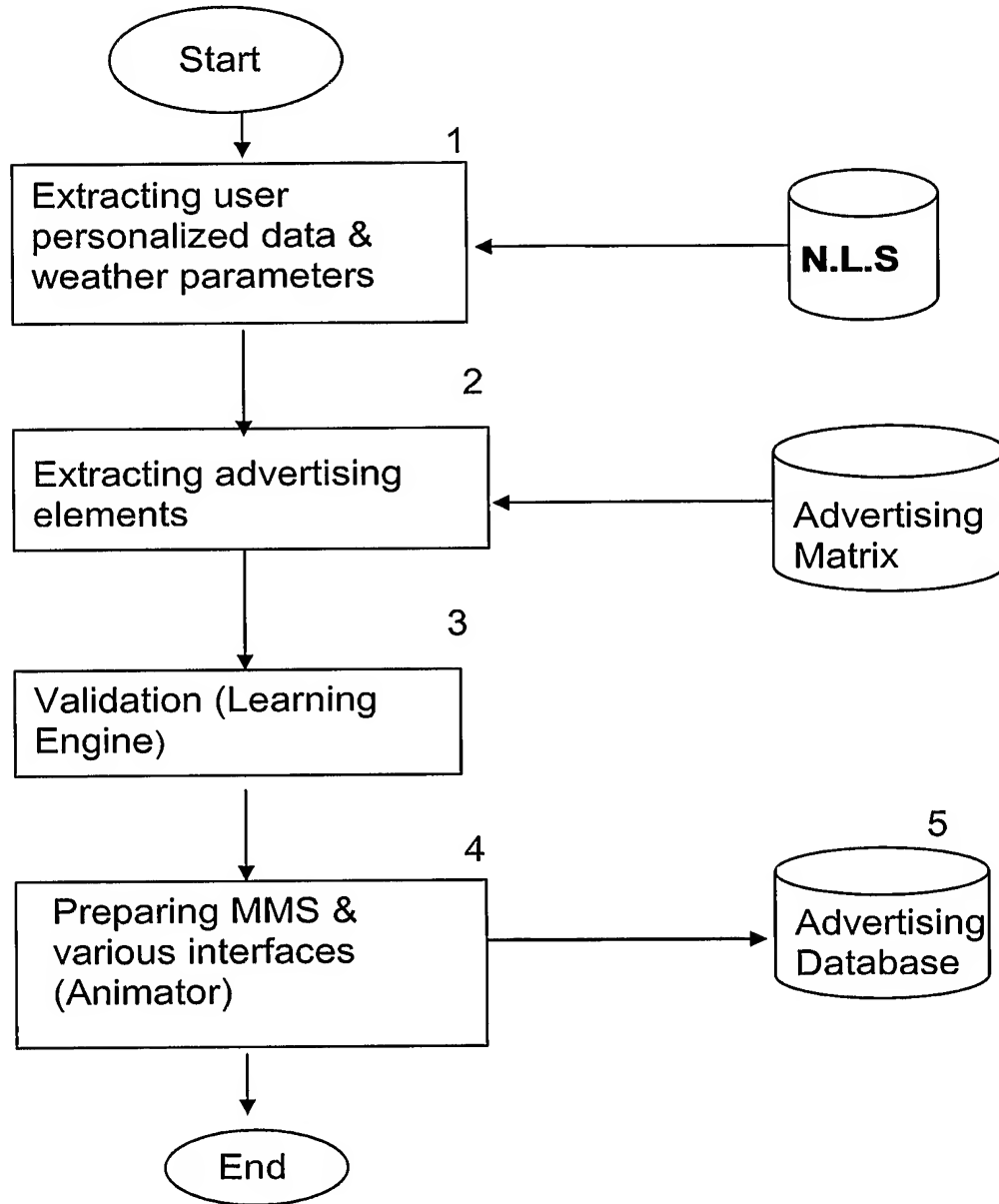
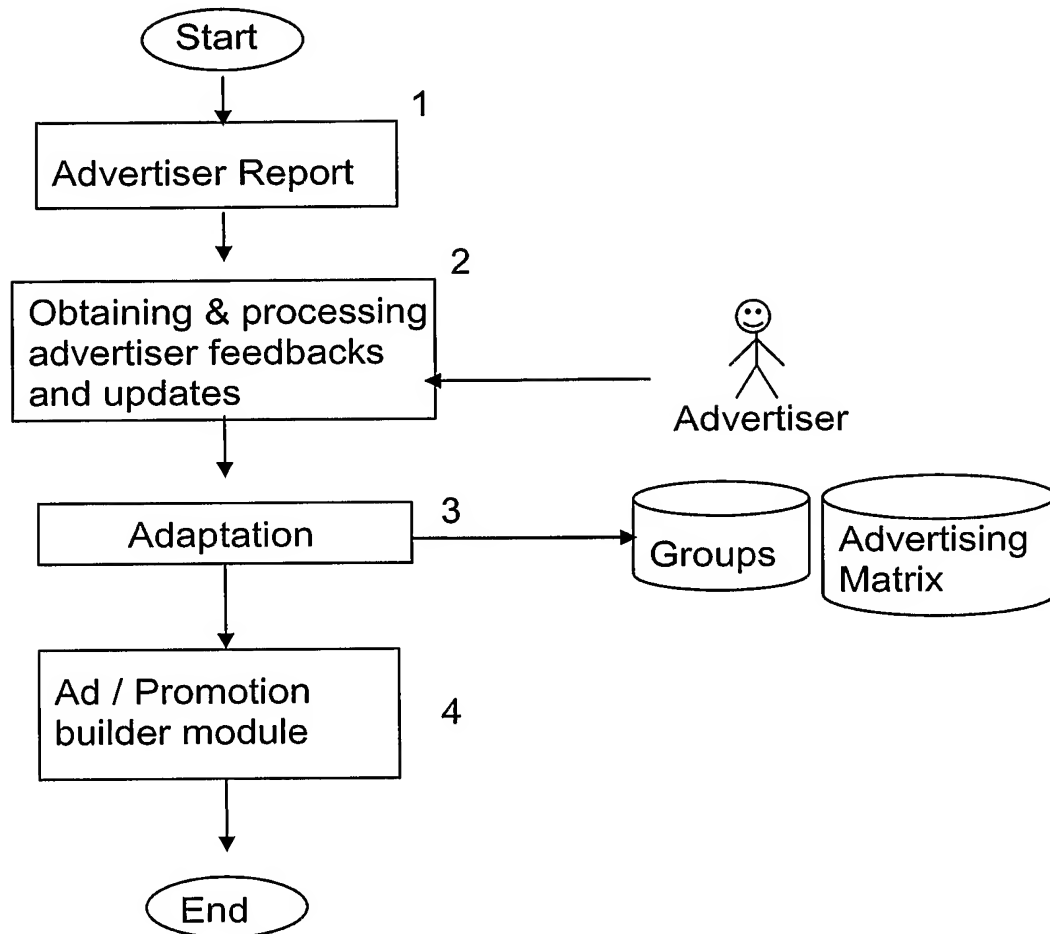
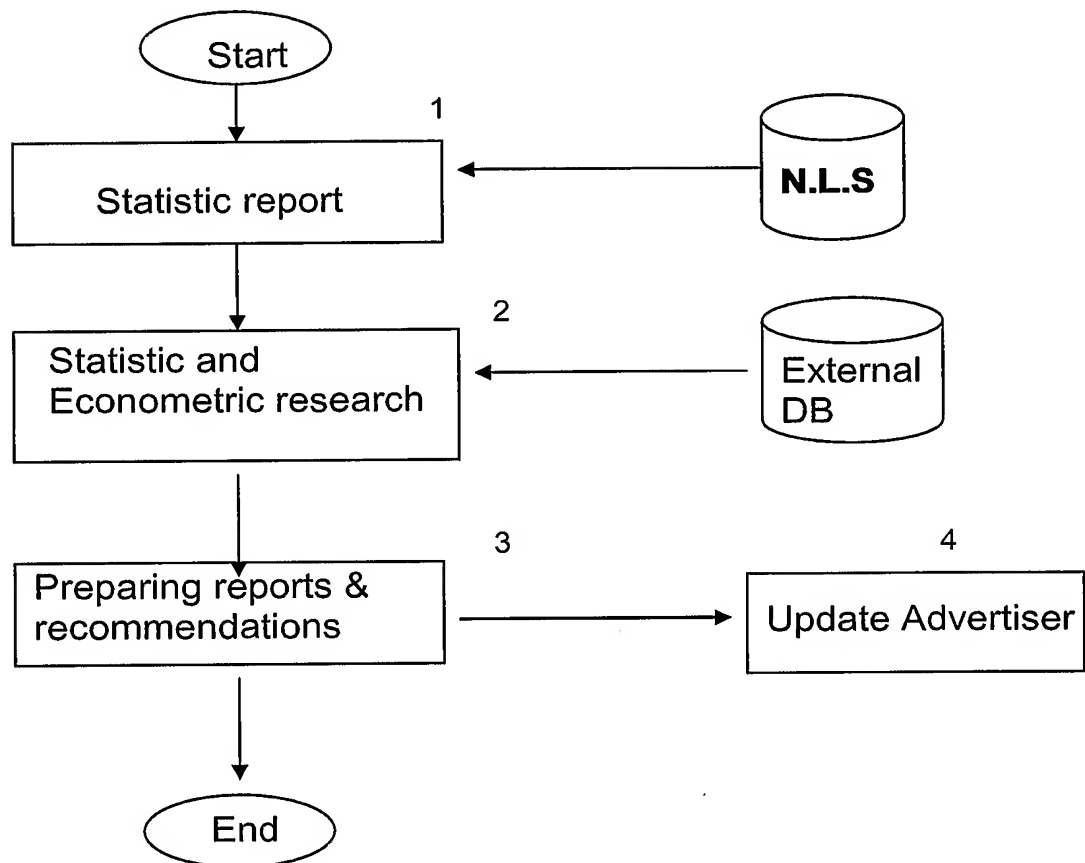


Fig 6 - Advertiser feedback



# Fig 7 - Advertiser report



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Figure 8

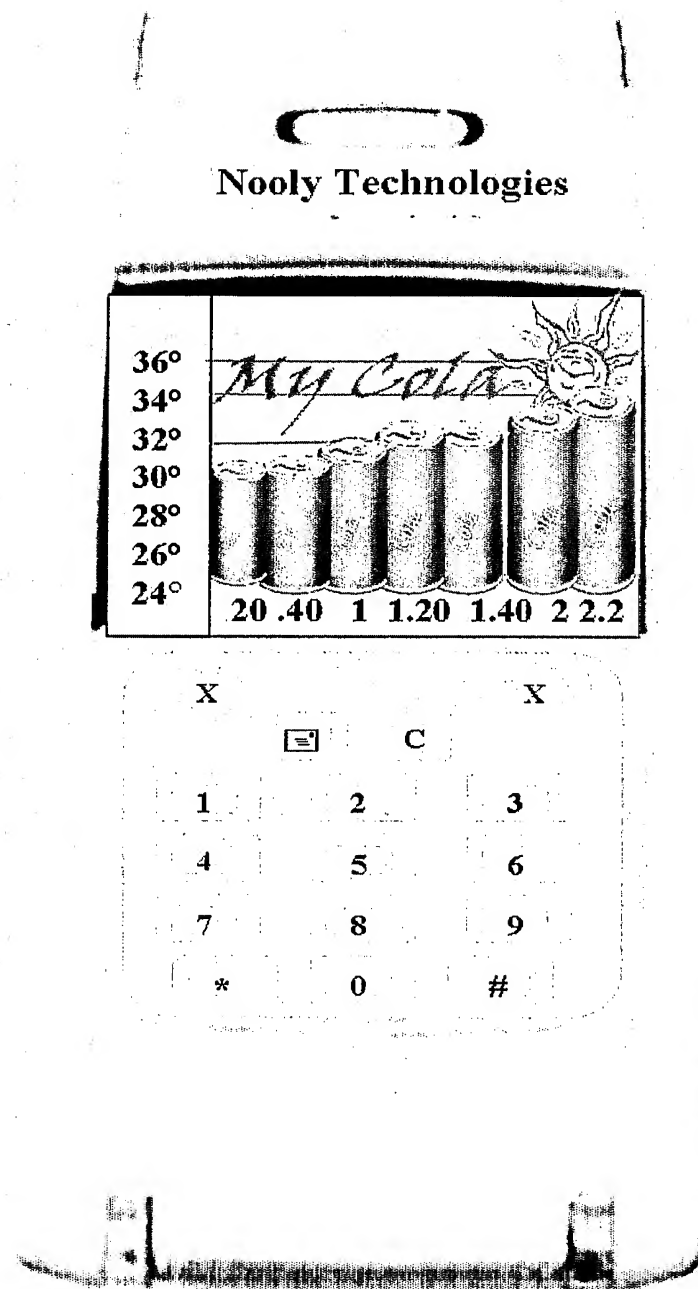




Figure 9

